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62.03

Bodgers

1928



NOVELTIES


*Recent & Other Meritorious
Introductions*



20



PHOTOGRAPHS

 ON ACCOUNT of the rapidly increasing demand for better photographs to stimulate the sale of the newer and more desirable flowers, both annual and perennial, we have decided to put a photography department in our organization. We are now busy photographing good specimens of as many varieties as we can photograph at this time and will continue to do so throughout the season as the flowers come into full bloom. Mr. David J. Sheahan, now in charge of this department, has established his headquarters at our El Monte plant. Mr. Sheahan, who is well known on the Pacific Coast, has had many years practical experience as a camera pictorialist and is also an expert in color photography. Before the season is over we hope to have a very large and complete line of photographs for you to select from. If you are interested in getting photographs of varieties in this list, or any other specimens, field views, landscapes, etc., we urge you to get in touch with us. We are prepared to sell the sole rights to any of our customers who may wish for their exclusive use, providing they will give us the order in advance. It is our belief this department will greatly aid our customers not only in stimulating the sale of flower seeds from year to year, but in keeping abreast of the growing demand that is made upon the seed trade by the buying public.

TERMS: F. O. B. California Terminal; flower and vegetable seeds, 60 days net or 2 per cent discount for cash within 30 days from date of invoice.

NON-WARRANTY. We exercise the greatest care in growing and harvesting our seeds, roguing our crops under personal supervision, to the best of our ability, true to name, and sending out nothing but what we believe will give satisfaction. It must, however, be expressly understood that we warrant neither growth, description nor productiveness of any seeds we deliver, nor will we hold ourselves responsible for the crop raised from any of the seeds we grow.

If our goods are not accepted on these terms, we should be notified at once.

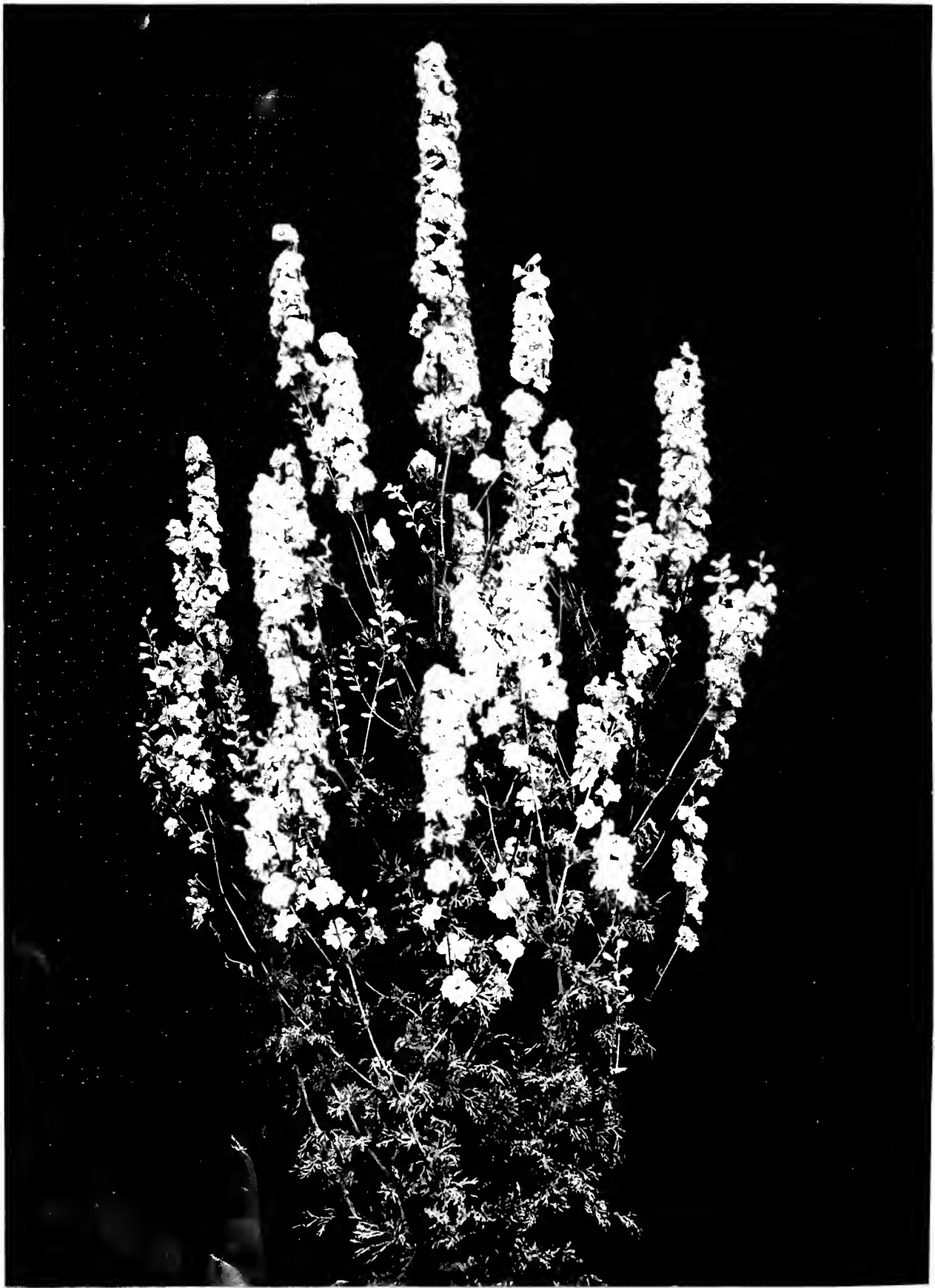
JOHN BODGER & SONS CO.

California's Choicest Flower Seeds

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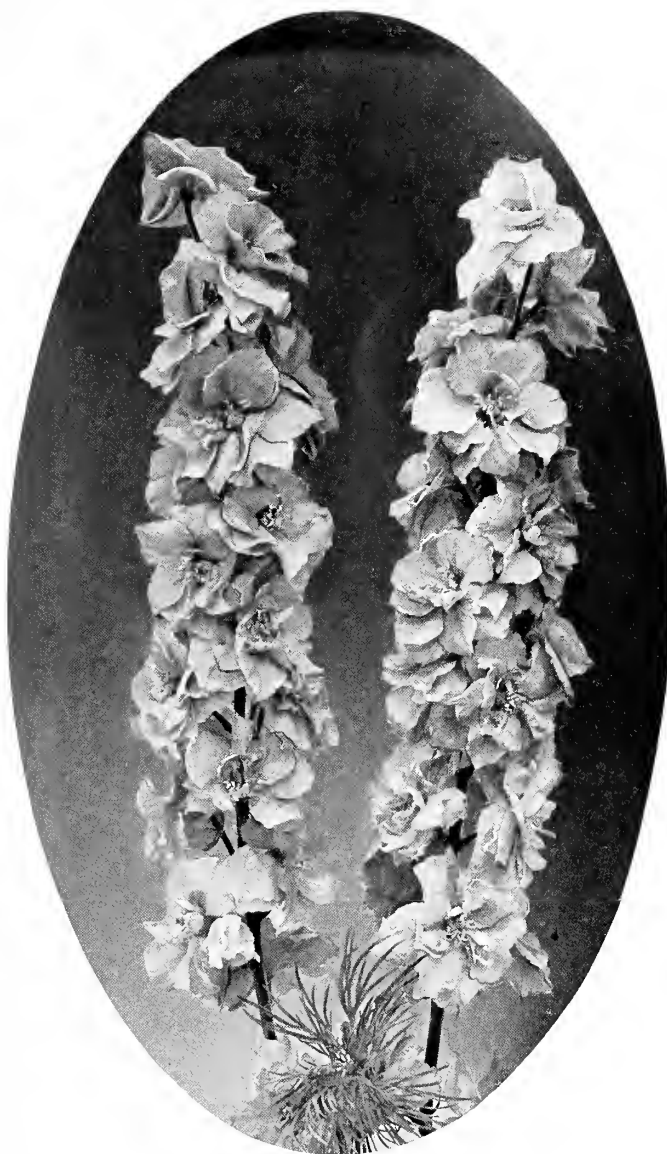


SINGLE PLANT SPECIMEN LARKSPUR *LA FRANCE*

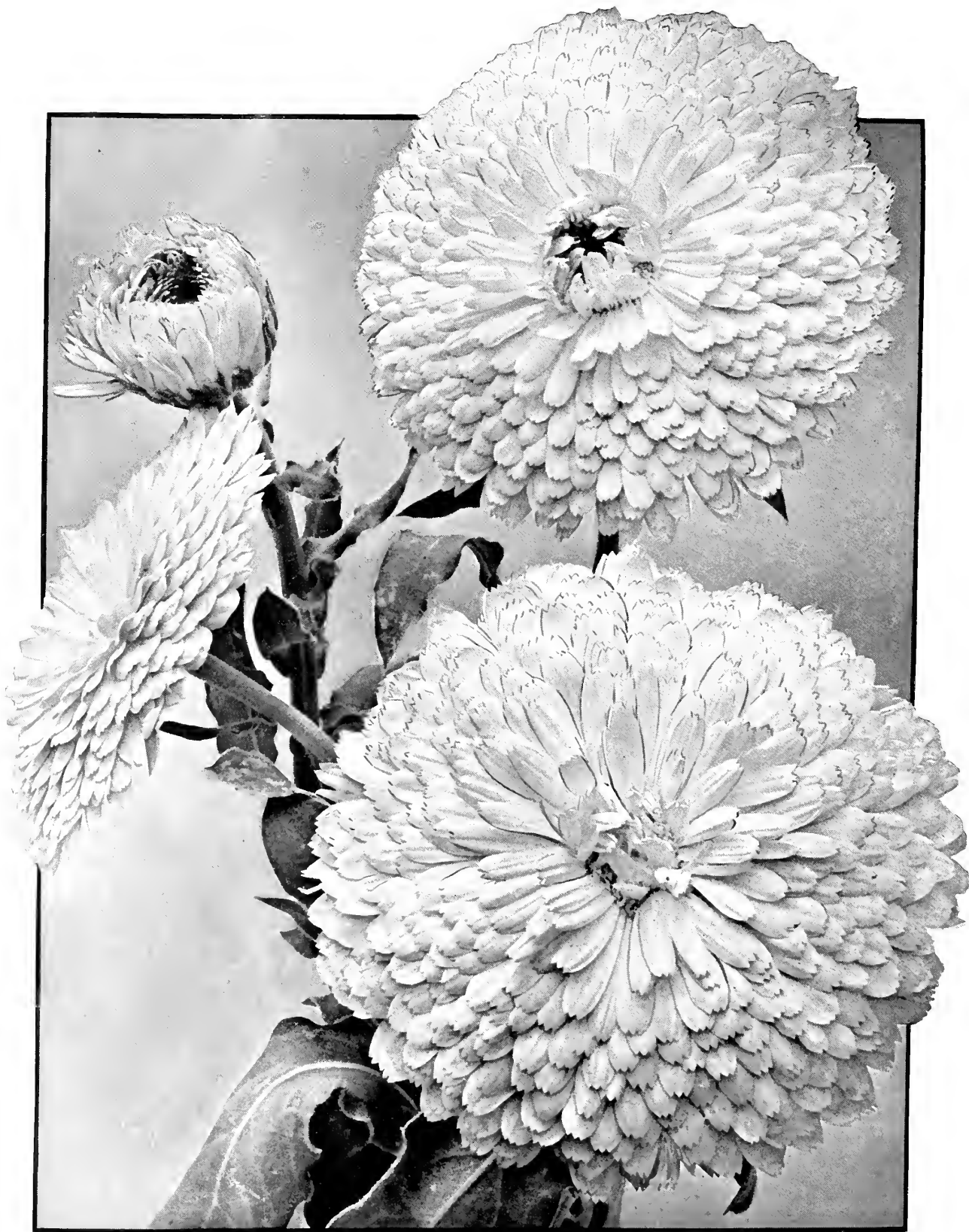
The... Season's Novelty

LARKSPUR *LA FRANCE*

The introduction, a few years ago, of such colors as Lustrous Carmine, Rosy Scarlet and Ageratum Blue brought the stock-flowered Larkspur into popularity with florists for use as a cut-flower. The delightful shade, Exquisite, seemed at the time of its introduction the culmination of beauty in this type of Larkspur, but we feel that *La France* is the most striking color of all and, without any question, the most outstanding novelty for the season of 1928. *La France* is much more vigorous and taller-growing than other light shades of Stock-flowered varieties on the market today and, in our trials for the past three seasons, is more resistant to mildew. The flowers are of a pleasing salmon-pink, a shade closely resembling the popular *Antirrhinum* Jeanie Schneider. The large, well-formed double flowers, well placed on the long stems to set off its attractions, present a beautiful appearance which has won it instant recognition from critical visitors to our farms. *La France* came true the first season it flowered and has continued to remain pure line during the three years we have had it under observation. Therefore, we have no hesitancy in offering this novelty to our customers as the best color for florists' use. Your 1928 novelty list will not be complete without this striking and popular annual. As the supply of seed is limited, we advise your ordering early.



Price, per oz., \$3.00



CALENDULA *CAMPFIRE*
Note size and flatness of flowers from cuts

New Forcing Calendula

CAMPFIRE (SENSATION)

The idea of popularizing the Calendula for a florists' cut-flower started in the vicinity of Chicago with the introduction of the Ball Calendula, a long stemmed type well adapted to forcing. During the past five years, much attention has been given to the development of the Calendula on our farms, and it is with pleasure that we introduce to our customers CAMPFIRE, a distinct new type originating from a mutation from our florists' strain of Orange King. It is of vigorous growth, the flowers borne on stout stems, needing little disbudding. The blooms are flat, and are undoubtedly larger than those of any type previously introduced. (Note type in cuts.) The color of the petals is brilliant orange with a scarlet sheen, with full yellow center. This type has been thoroughly tested under glass, and has been accepted as the best orange forcing Calendula for florists' use.



Price per $\frac{1}{4}$ lb., \$5.00. Per lb., \$16.00.



Scabiosa COLUMBARIA

This is a South African form of the European Scabiosa and although reminiscent of Caucasia, is a distinct type. There is a decided place for this on the perennial list, as well as on the florists' cut-flower list. It can be briefly described as a hardy, low growing perennial with fine, light-green foliage, some of the flowers measuring from two to two and a half inches across with short, compact petals, borne on long, slender but strong stems. It is proving to be a valuable florists' cut flower. We offer this in two favorite colors—pink and lavender. We consider *Columbaria* a valuable addition to the perennial list, especially the pink shade which is a new color for Perennial Scabiosa.

Per oz., \$5.00.

Cosmos

EXTRA EARLY DOUBLE CRESTED PINK BEAUTY

We have greatly improved this favorite strain of extra early double Cosmos. They come into bloom as early as the Extra Early Single and the flowers are unusually large.

	Per oz.	Per ¼ lb.	Per lb.
Pink Beauty	\$1.50	\$5.00	\$18.00
Crimson King	1.50	5.00	18.00
White Queen	1.50	5.00	18.00
Finest Mixed	1.00	3.50	12.00





Eschscholtzia

RAMONA

Among the many fancy varieties of *Eschscholtzia* introduced during the past year, *Ramona*, a mutation from *The Geisha*, stands out as a distinct and very charming type in the frilled class. It is a single, but the frills give it the appearance of a semi-double. The color is a pale but glittering coppery gold with pink shadings, and very pleasing to the eye. This unusually attractive novelty, which is well fixed, should be included in every collection.

Per oz., \$1.25. Per ¼ lb., \$5.00. Per lb., \$16.00.



Delphinium

BODGER'S HOLLYHOCK STRAIN

This strain is a fine mixture of all light shades, pale, clear blue predominating. The flowers are large, truly double, well-placed on long, pyramidal spikes, their sturdy growth and general appearance reminding one of a Hollyhock, hence the name. This striking type is the result of several years of painstaking reselecting by our plant hybridizer. We highly recommend it to those who wish a select strain of this wonderful improvement in perennial Delphinium.

Per $\frac{1}{4}$ lb., \$10.00. Per lb., \$30.00.



Petunia

NEW DWARF
CALIFORNIA GIANTS

By far the best strain of Giant Petunias for pot culture. We have checked this type against many in our experimental grounds this season and consider it the most compact Giant Petunia with the largest and best formed flowers of any dwarf type of Petunia on the market today. As in the above illustration, when in full bloom the plant shows nothing but large, colorful flowers with open throats well marked and veined. Wherever this strain has been tested it has proved all that we say of it.

Per $\frac{1}{4}$ oz., \$9.00. Per oz., \$30.00.

Scabiosa Caucasica

GIANT HYBRIDS

(Isaac House Strain)

*Florists'
Money
Maker*



Scabiosa Caucasica is now becoming popular for growing under glass, and we prophesy that this strain of hybrids will greatly increase the popularity of Scabiosa Caucasica when it becomes known. Caucasica Hybrids are a great improvement over the Caucasica, being more vigorous with larger and longer stems and larger and heavier petals, which are ruffled and slightly frilled on the edges. In this hybrid strain you will find colors ranging from white to the darkest blue, but the predominating colors are of delicate lilac and mauve. We hope next season to offer this magnificent strain in separate colors, which will reproduce themselves true to name.

Per oz., \$3.00. Per $\frac{1}{4}$ lb., \$10.00. Per lb., \$38.00.



GAILLARDIA THE DAZZLER

Gaillardia THE DAZZLER

We offer here a reselected strain of a giant perennial Gaillardia, which is now becoming very popular. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists and for table decoration. This strain has been selected for the length and strength of the stems and we highly recommend this. By far the largest and most attractive Giant Red Gaillardia on the market today.

Per $\frac{1}{4}$ lb., \$3.00. Per lb., \$10.00

Gaillardia *Grandiflora* PORTOLA HYBRIDS

These are hybrids of the well-known Portola variety and reproduce quite satisfactorily from seed. This is a red with a golden tip.

Per $\frac{1}{4}$ lb., \$3.00. Per lb., \$10.00.

Coreopsis *Grandiflora* FLORE PLENO

We offer here a reselected strain of the semi-double sent out a few years ago by Perry. This is proving to be a very valuable flower for cutting and we are pleased to state that this produces a very large percentage of semi-doubles that are more attractive than the singles.

Per $\frac{1}{4}$ lb., \$1.00. Per lb., \$3.00.





CYNOGLOSSUM AMABILE WHITE

Helianthus MAROON PRINCE

For several years we have been growing a select strain of tall, red sunflower, but with Maroon Prince we are offering our customers a dwarf-growing strain. This is a true maroon in color, single, and is unquestionably the best red sunflower on the market today.

Per $\frac{1}{4}$ lb., \$1.50. Per lb., \$5.00.

Helianthus EXCELSIOR HYBRID

A fine, double mixture of yellow and bright red shades predominating, many having large disks. It is a very distinctive mixture of colored sunflowers and contains many new and pleasing varieties.

Per $\frac{1}{4}$ lb., \$1.50. Per lb., \$5.00

Cynoglossum

AMABILE BLUE

This annual was recently introduced from China. It is very hardy, of easy culture, and can be grown successfully in warm climates where the ordinary Forget-me-not or Myosotis cannot be grown in the open. The flowers are of a beautiful shade of blue and resemble the Myosotis very closely. It grows on tall, graceful branches from 18 to 20 inches in height. Cut the flowers as they bloom and it will flower continually throughout the summer. It is ideal for bedding as well as for cut flowers. The color is a deep, Myosotis blue.

Per $\frac{1}{4}$ lb., \$1.50. Per lb., \$5.00.

Cynoglossum

AMABILE WHITE

This season we take pleasure in introducing a white form of Cynoglossum Amabile, which is similar in every respect to the above described Cynoglossum Amabile Blue.

Next season we will offer a pink form of the above.

Per $\frac{1}{4}$ lb., \$3.00. Per lb., \$10.00.



HELIANTHUS MAROON PRINCE



Petunia

CARNATION FLOWERED

After several years of selecting and reselecting, we have the pleasure of putting before our customers a strain which is highly satisfactory; medium-sized flowers resembling carnations. Some are very double and look like a full double Carnation. We have had many favorable comments on this type of Petunia. We highly recommend this as something new and something that is excellent for pot culture. It is not what we would call Dwarf but a medium growing variety and very floriferous. We offer this in two colors, a deep shade of rose and a light shade of rose or flesh, both very pleasing and should be listed both for florists' use and for house culture. Each color:

Per $\frac{1}{4}$ oz., \$10.50. Per oz., \$35.00.



Zinnia Lilliput

SALMON ROSE

The Lilliput type has become very popular within the last two years for general garden use and for bedding and border work. We urge you to push the sale of these as they are ready sellers when once tried out. We have six colors of these that are quite desirable but we take this opportunity of presenting our new introduction, Salmon Rose, which has become very popular as a florist's cut flower since its introduction some two years ago. This should be included in all collections.

Per $\frac{1}{4}$ lb., \$1.50. Per lb., \$5.00.

Pentstemon

SENSATION IMPROVED

An excellent mixture of an improved strain of French Hybrids. It is a very tall grower and very floriferous. The flowers are very large and well marked.

Per oz., \$2.00. Per $\frac{1}{4}$ lb., \$6.00. Per lb., \$20.00.





TALL DOUBLE AZALEA-FLOWERED CARMINEA
(Double Schamini)

We highly recommend the Schamini type which might be called tall Azalea-flowered for cut flowers on account of their long stems. A particularly useful variety is Carminea, being a pink with a very striking marking. (See photograph.)

Per $\frac{1}{4}$ lb., \$1.25. Per lb., \$4.00

Dwarf Double Azalea-Flowered Carminea

Can be described as a dwarf growing form of the tall double Carminea, which has become so popular for a cut flower. This we recommend highly for pot culture. (See photograph.) This plant is so floriferous that when it is in full bloom it is nothing but flower. It can be called an annual Azalea.

Per $\frac{1}{4}$ lb., \$1.25. Per lb., \$4.00

Godetia

We offer the following new colors and types which we think are worth listing:

DWARF MANDARIN

This is a very vigorous dwarf GODETIA, averaging about 12 inches in height with large, lemon-yellow single flowers. Very attractive and a flower that is not generally known. We recommend this.

Per $\frac{1}{4}$ lb., \$1.50. Per lb., \$5.00.

SCARLET EDGED WHITE

A very attractive variety of dwarf single Godetia. Very even in its growth and produces very large flowers. The color is striking, being a scarlet with an edging of white.

Per $\frac{1}{4}$ lb., \$1.25. Per lb., \$4.00.

JEWEL

A very dwarf, creeping type, forming low clumps which become almost entirely covered with tiny, pink and white flowers. Distinct on account of its dwarf and creeping habit.

Per $\frac{1}{4}$ lb., \$1.50. Per lb., \$5.00.



DWARF DOUBLE AZALEA-FLOWERED CARMINEA



MISS WILLMOTT

Zinnia

Giant Mammoth or California Giant

MISS WILLMOTT

This is a mutation from the Dahlia Flowered and is of the imbricated type. When in full bloom, it has a flattened appearance. The flowers when young are very graceful and are used for florists' work. When in full bloom they become show flowers of enormous size. One of the colors lacking in this type was a good, soft, salmon pink. We have been successful the past season in perfecting this shade and take pleasure in offering Miss Willmott as the most delicate of soft, salmon pinks. Unquestionably, it is a great acquisition to this collection of Zinnias. Do not forget to put this variety in your collection for the coming season.

ENCHANTRESS

This is the same pleasing color as Exquisite in the Dahlia-Flowered type and is undoubtedly the most popular of all Zinnias today. We urge you to list this among the newer varieties to replace the Double Giants.

CERISE QUEEN

Another new color we have added which should be in all collections. It is very bright and very striking. All of the above,
Per $\frac{1}{4}$ lb., \$2.50. Per lb., \$8.00.



Asters

IMPROVED GIANTS OF CALIFORNIA

This type is rapidly becoming a general favorite, especially for florists' use.

We offer the following colors from reselected stock seed: Peach Blossom, Light Blue, Light Purple, Deep Rose and Dark Blue.

Per oz., \$1.50.

Per $\frac{1}{4}$ lb., \$4.00.

Per lb., \$15.00.

(See general list for full description.)

Under date of August 21, 1927, the Horticultural Trade Journal of London, England, quotes the following on *Giants of California*:

"Bodger's California strain of Asters is ideal for growers of cut flowers; the flowers measure up to six inches across, packed with broad petals, and may be grown with stems 30 inches long. It is truly an aristocrat amongst Asters, vying with well-grown Chrysanthemums in size of flower and length of stem."



Incarvillea

VARIABILIS HYBRIDS

A new perennial, which, if planted early in the spring, can be handled as an annual. It is quite valuable for filling and border work and produces a good showing of medium-sized, attractive trumpet-shaped flowers the entire summer. The colors range from yellow and white to deep pink, with many shades of pink in the collection. It is also good as a filler in bouquet work and is a very prolific grower, being easily grown from seed. This mixture of hybrids Incarvillea is a result of several years of painstaking hybridizing by our plant breeder and we consider it a valuable addition to the perennial border.

Per oz., \$2.00

Wallflower

EARLY FORCING ANNUAL DOUBLE

This is a recent novelty from Europe. If planted in early spring, will be in full bloom by May 25th. The flowers are equal to the Perennial Double in size and every respect. It was developed by crossing the Perennial Double with the Early Annual and should thrive and bloom profusely in warm and dry countries where only Early Annual Singles are bloomed successfully. We consider this valuable for pot culture.

Per oz., \$5.00.

Per ¼ lb., \$18.00. Per lb. \$60.00.





Dahlia Flowered Zinnias

The Dahlia Flowered Zinnia is still one of the most popular flowers on the market today. During the past year we have done much toward perfecting them as to type and color and our fields today show a wonderful improvement. We have many new and pleasing colors quite distinct from older varieties which we expect to offer next year but we are testing them out one more season in our experimental grounds before offering to the trade.



Godetia

NEW LAVENDER

This is a distinct type of Godetia of an intermediate height recently introduced. The flowers are single, delicate lavender with a four-pointed stigma in the center which makes the flower very striking. Flowers borne on slender stems, 1½ to 2 feet high, making a very attractive plant. This is a valuable addition to the Godetia family.

Per ¼ lb., \$1.25. Per lb., \$4.00.

Alyssum

LITTLE GEM

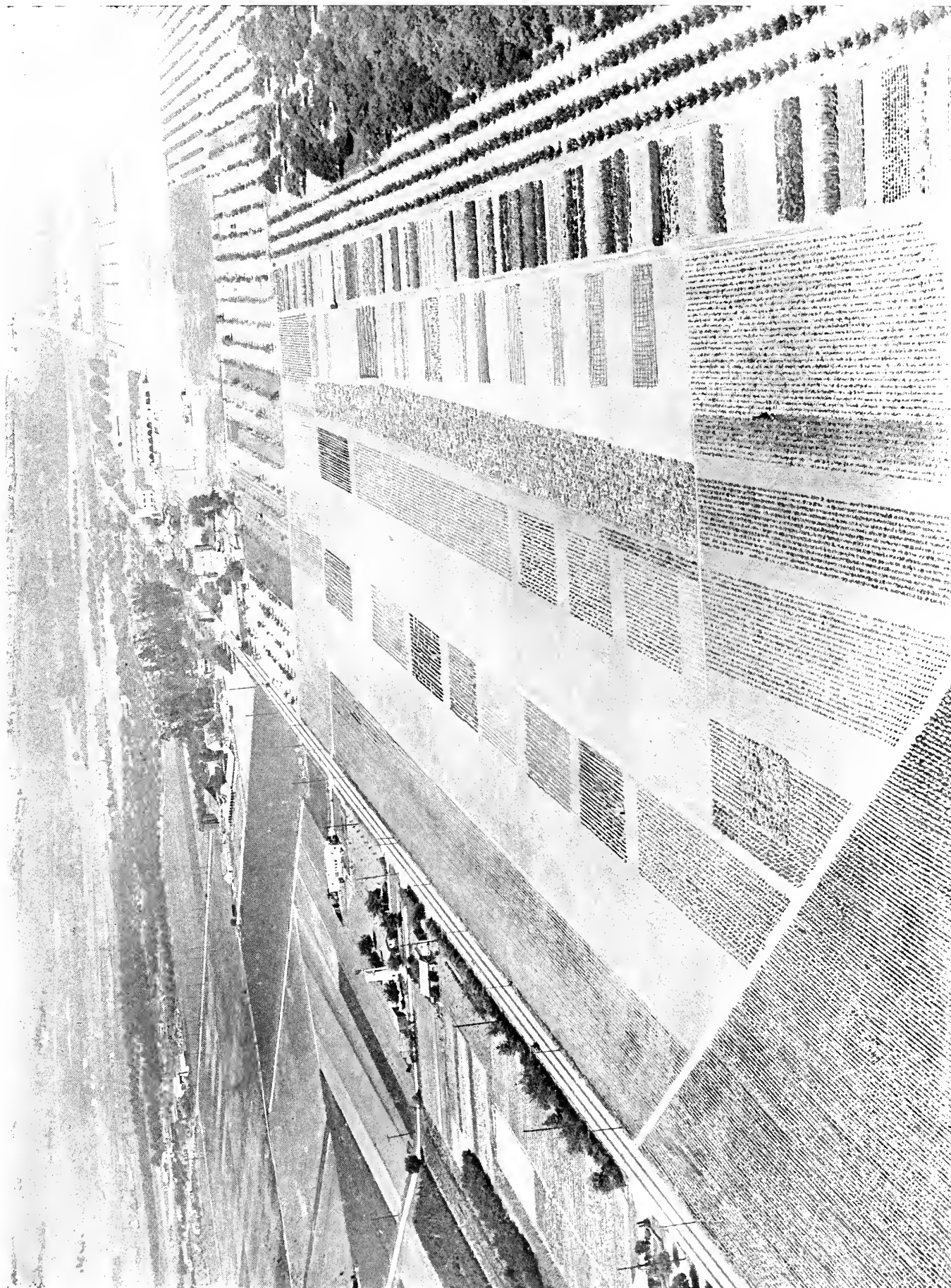
Reselected. Per ¼ lb., \$1.00. Per lb., \$3.00.

Alyssum

LILAC QUEEN

Reselected stock. Per ¼ lb., \$1.00. Per lb., \$3.00.





Aerial photograph of our Experimental Station No. 1, where new standard varieties are constantly being improved by special plant selections, and where new varieties are being developed by special hybridizing.

Varieties of exceptional merit which we think worthy of attention

ABUTILON *Hibiscus-Flowered Hybrids*

A remarkable strain of "Flowering Maple" with large, very open flowers. A very striking advance on the old hybrids. Beautiful shades of yellow, crimson, pink, white, etc. The flowers also show remarkably well out of the foliage. This can be used as a very showy pot plant.

Per oz., \$8.00.

ASTER *Everlasting Rose*

Five years ago we put on the market an Aster called Everlasting Flesh, which when cut and dried, retained its color and shape. Last year we found a similar mutation in rose, which will add another shade to this odd or fancy type of Aster.

Per 1/4 lb., \$3.00. Per lb., \$10.00

CALENDULA *Bodger's Golden Forcing* (Improved)

This is a golden yellow selection of a good, forcing type which is very popular and is a better seller than the color of Lemon Queen.

Per 1/4 lb., \$1.50. Per lb., \$5.00.

CARNATION *Engelman's Gold Medal*

We wish to advise that we have the sole American agency for these famous Carnations which are produced and sold in such quantities by Mr. Engelman on the London market. We are growing these on our farm from seed produced on the plants, the flowers of which won the sweepstake prize at the Chelsea Show in 1925. They produce from seed very satisfactorily and throw better than 80 per cent double flowers.

CHEIRANTHUS *LINIFOLIUS*

A curious, dwarf, purplish-lilac, pastel shade of a form of perennial Wallflower. It is good for Rock Gardens.

Per oz., \$1.00.

DAHLIA *Starfish Strain* (Digoiner Star)

A medium-growing, single Dahlia, its petals twisted in such a manner that the flower resembles a star-fish in appearance. Includes many colors. A novel introduction for Dahlia lovers.

Per oz., \$10.00.

DAHLIA *Coltness Hybrids* (Mignons)

These bedding Dahlias grow from one foot to one and a half feet in height, plants of a bushy habit. Will produce flowers freely from seed the first year. The mixture is very good and of brightest colors. Continues in flower from early July until destroyed by frost. This particular strain, which we offer, is a reselection from all of the best strains that could be purchased in Europe where this type is becoming very popular. We predict it will be a universal favorite when it is better known, because it can be so easily grown from seed, as well as because of the wonderful variety in this selection. It is a novelty of great merit.

Per oz., \$3.00. Per 1/4 lb., \$10.00. Per lb., \$35.00.

DAHLIA *Single Dwarf Giants*

This is a medium-dwarf, single Dahlia which we have grown for two seasons and which we can thoroughly recommend as large-flowered and bright-colored. This is also a good variety to grow from seed. The average height of this type is 2 1/2 feet high.

Per 1/4 lb., \$10.00. Per lb., \$35.00.

DIMORPHOTHECA *Salmon Beauty*

A large-flowering African Daisy of a pleasing, true salmon shade. This is a valuable addition to the list of African Daisies.

Per 1/4 lb., \$3.00. Per lb., \$10.00

DIMORPHOTHECA *White Beauty*

A white form of the above.

Per 1/4 lb., \$3.00. Per lb., \$10.00

DIMORPHOTHECA *Golden West*

A bright yellow introduced by us a few years ago.

Per 1/4 lb., \$2.00. Per lb., \$6.00.

ESCHSCHOLTZIA *New Double Rose*

A very good strain of a light rose Eschscholtzia which comes with a large percentage of doubles and quite true to color.

Per 1/4 lb., \$3.00. Per lb., \$10.00.

Varieties of exceptional merit—

LINARIA DALMATICA

A very striking perennial with clusters of golden-yellow flowers resembling Antirrhinums. Spikes 18 to 20 inches in length. A very valuable addition to the perennial garden.

NOLANA *Atriplicifolia*

A creeping annual with thick stems and luxurious growth. The plant is valuable because of its beautiful sky-blue flowers, very attractive indeed. Blooms early and continues for a long period.

Per ¼ lb., 50c. Per lb., \$1.50.

The following Petunias are additional varieties which we highly recommend:

PETUNIA *Grandiflora Single Fringed Apple Blossom*

A novelty of dwarf-growing habit with a beautifully fringed flower of pale apple blossom shade.

Per ¼ oz., \$7.50. Per oz., \$25.00.

PETUNIA *Pink Triumph*

Clear, bright pink delicately fringed. The best fringed pink Petunia on the market.

Per ¼ oz., \$7.50. Per oz., \$25.00.

PETUNIA *Pearl of Kentfield*

A more robust grower than Apple Blossom. It is also more floriferous and the flowers are a little larger than Apple Blossom. A very good variety for general growing.

Per ¼ oz., \$7.50. Per oz., \$25.00.

PETUNIA *Pink Glory*

A plain edged, medium height Petunia, being a little darker in color than Rose of Heaven with larger flowers. It is the best plain edged pink for florists' use.

Per ¼ oz., \$5.50. Per oz., \$18.00.

PETUNIA *Coppery Red*

A very attractive, new shade of the Giant flowering or Superbissima with ruffled edges, which comes true from seed.

Per 1/16 oz., \$5.00. Per ⅛ oz., \$9.00. Per ¼ oz., \$15.00.

POPPY *Iceland Coonara Pink Grendon Hybrids*

These are two new types of Iceland Poppies introduced from Australia and are becoming very popular. Each contains many beautiful shades of light pink and salmon pink, as well as orange and yellow. The flowers are of good substance, very large, borne on large, wiry stems. A distinct novelty in Nudicaule Poppy.

Each of the above, per oz., 75c.

Per ¼ lb., \$3.00. Per lb., \$10.00.

The following is an excerpt from the London Times as of August 17, 1927.

After the gladioli, perhaps the exhibit which attracted more attention than any other, was a fine display of about a dozen varieties of Bodger's strain of Dahlia-flowered Zinnias, shown by Messrs. Dobbie & Company. Many of the flowers were between five and six inches in diameter, borne on stout stems, and the colors were most attractive. Some of the best varieties were "Oriole" (Golden Yellow with orange-scarlet center), "Illumination rich (carmine), and "Dream" (mauve).



The above is an aerial picture of our new warehouse, recleaning plant and curing sheds located at our headquarters farm in the El Monte valley. This is the culmination of years of careful planning, and no expense has been spared in making this an up-to-date plant. All modern machinery and improvements for curing, cleaning, recleaning and executing orders. This plant is spread over five acres of land, and with this unit now in full operation we are prepared to give our customers the highest standard of service. We also wish to advise that we have under construction a well equipped administration building adjacent to this plant, and expect to move our city office about September fifteenth. We prophesy that the concentration of our entire organization at our El Monte plant will facilitate and greatly speed up our operations and assure the maximum of service in executing future orders.

